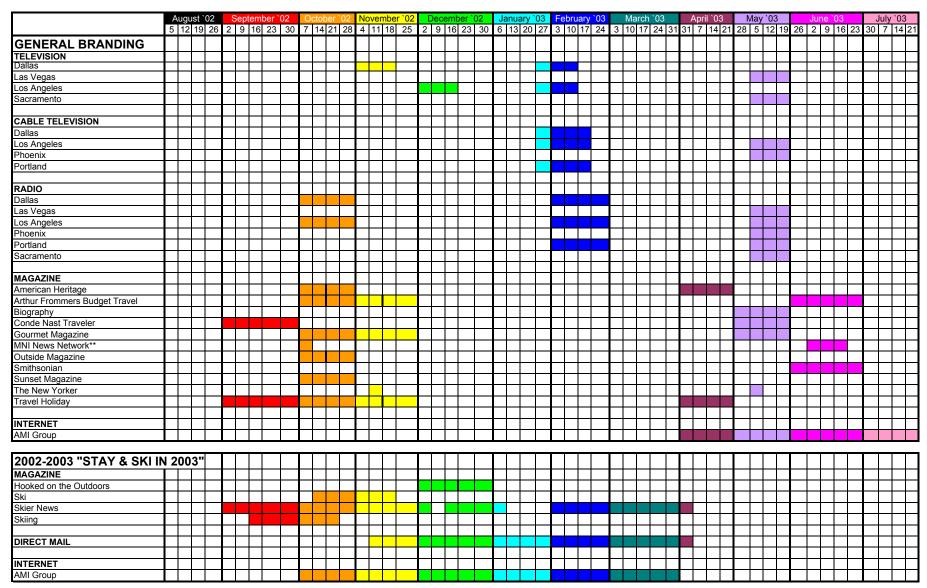
## **Utah Travel Council**

## Fiscal Year 2003 Utah! Advertising Campaign Summary



<sup>\*\*</sup> Fall Regional buy in the following markets: Dallas/Ft. Worth, Las Vegas, L.A. Metro, San Diego, San Francisco Metro

Publications: Time, Newsweek, U.S. News & World Report, Sports Illustrated

<sup>\*\*</sup> Spring Regional buy in the following markets: Las Vegas, L.A. Metro, Sacramento, Phoenix